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Marketing opportunity - how you can promote your partnership with CO₂Count and Cool Earth

Let your customers and prospective customers know how you, CO₂Count and Cool Earth are working together to make a difference to the future of our planet, endangered wildlife and forests and make the lives of the indigenous people who live there very much better.

Along with this document containing what CO₂Count is all about, you will find the **CO₂Count** and **Cool Earth** logos, different sized adverts and imagery from Cool Earth's visits to the rainforest.

You are free to use these on your own website to promote your partnership with CO₂Count and Cool Earth, but please make sure you follow these **guidelines**:

- Keep the logos and images in proportion
- Please do not stretch or distort
- Always format CO₂Count with a subscript '2' and capital letters as shown.
- Link back to the CO₂Count website: www.co2count.org.uk



Sir David Attenborough: "The idea behind Cool Earth is that if we can help pay to conserve an acre then we can make a real difference. Perhaps the biggest difference we will make in our whole lives."

Dame Vivienne Westwood, Fashion Designer and Environmental Campaigner: "The great thing about Cool Earth is that its activities are focused on the first problem, deforestation. It's really important we do our bit to help fight climate change."

If you have any questions, please contact info@co2count.org.uk